



HORIZON TNL

ANNUAL REPORT
2021 • 2022



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MESSAGE FROM THE DIRECTOR



Hello and thank you for your interest in the economic development of our province.

We are pleased to share with you the key moments of 2021-2022 which is proving to be a pivotal year for **Horizon TNL**.

Forced by some of the constraints faced during the pandemic, we have had to diversify our service offering and are now finding that our activities are even more focused since the "return to normalcy."

We also note that we have already reached an important milestone, being two thirds of the way through our three-year strategic plan, with many of the initial objectives clearly exceeded or on track to be reached!

Our team is proud to have succeeded in increasing its credibility with our various partners and clients, both in the Francophone community and with the provincial and federal governments, as well as with the vast pool of companies that trust us to facilitate their recruitment efforts.

Finally, we are confident that we will be able to maintain our positive growth and are determined to seek creative solutions to meet the emerging needs of our community in the three regions of our province where our banner is displayed.

Diego Toledo
Directeur général

MESSAGE FROM THE PRESIDENT



Dear colleagues and members of **Horizon TNL**,

This is the first time in 3 years that we meet face to face since the beginning of COVID.
What a joy to see each other in person!

And it's been even longer since our AGM was held at the same time as the FFTNL's!
It's good to see us all together in our minority Francophone community in Canada.

It has been almost 15 years since Horizon TNL (formerly RDÉE TNL) was incorporated and we are gaining momentum with the community. Our Executive Director, Diego, will share with you the numbers and successes in his report.

Horizon TNL is doing a lot of good things, especially in its support of employability and economic and community development. Diego will share this with you.

Thank you and congratulations to the Horizon TNL team and to our ED, Diego, for doing a great job and for accomplishing almost all the goals established in our strategic plan developed in 2020 for 3 years.

Cyr Couturier
President

We attended the Montreal Job and Continuing Education Fair with 50 exhibitors, recruiters, companies and schools in attendance virtually. 100 visits to our virtual booth; 50 resumes of permanent residents retrieved. 10 of them applied for the job offers we represented for our clients.

April 8, 2021



April 21-16, 2021

West Coast Mission

We went to meet face-to-face with West Coast economic development stakeholders in Corner Brook and Stephenville to present our organization and our many projects, and to see how we could contribute to those of our potential partners in the region. We spoke with over 20 people throughout the week including representatives from the Greater Corner Brook Board of Trade and the Mayor of the City of Stephenville, Tom Rose.



Entrepreneurs Club

A project to teach the basics of entrepreneurship to six students from l'Envol in Labrador City. Exploring notions of loans, profit, business plans and advertising, culminating in the simulation of a product sale made by the students and a prize-giving ceremony.

April 19 to June 21, 2021



June 2021

Co-operative Project

Begun in June 2021, this ongoing project aims to accompany interested members of the Francophone community in starting a cooperative. In partnership with CDR-Acadie, we started with two virtual sessions to inform and gauge interest in the co-operative model. This was followed by two brainstorming sessions in November to list the needs and skills of the three entrepreneurs involved in the project as well as its feasibility. In April 2022, Mitacs granted us funding to hire a consultant (Dr. Tony Fang, from the Department of Economics at MUN) to initiate the incorporation and start-up of the co-op.



Community meetings Canadian Embassy Liaison Tour

We participated in these virtual meetings hosted by the IRCC with the goal of positioning Francophone immigration as a solution to the labor shortage. All RDÉEs were represented, as well as 225 Canadian employers, including 16 from Newfoundland and Labrador.

September 2021



September 29, 2021

Get Involved Grenfell Fair

We had a table on the MUN Grenfell campus in Corner Brook to promote our services to students and to distribute our tour guide.



VIRTUAL JOB FAIR

This Virtual Employment Fair organized by RDÉE Canada helps Canadian employers find bilingual employees. This year, we posted 43 job offers on the platform and managed to connect 30 candidates to the 15 NL employers we represented.

October 20, 2021



For this 7th edition, we had 194 students connect virtually and, for the first time, we were able to welcome students from Labrador and from the centre of the province. 32 exhibitors were available to chat and a conference with entrepreneurs allowed them to learn more about entrepreneurship as a bilingual career choice.

November 16, 2021



October 17 to 23, 2021

Long Range Small Business Week

The purpose of this annual week is to recognize the contributions of small businesses to West Coast communities. An awards ceremony voted on by the general public was broadcast live on Facebook and representatives from each organization on the Long Range committee awarded them to the winners. Our organization was nominated for an award in the "Non-Profit" category.



November 18, 19, 2021

DESTINATION Canada

Virtual edition of this annual recruitment event for employers wishing to avail themselves of Francophone economic immigration. Over 9000 candidates in total over 3 days and 36000 over the following month. We represented 15 employers from NL with 40 job offers and were contacted by nearly 4000 candidates.



After more than 20 years of existence, RDÉE TNL has become Horizon TNL. We have given ourselves a new approachable look that signals our openness to the diverse cultural communities of the province. And that speaks of the breadth of our ambition for our future projects.

January 2022



March 2021

Montreal Outdoor Adventure Show

We relaunched the promotion of Newfoundland and Labrador as a tourist destination in Montreal by distributing over 600 physical copies of our French language travel guide.

Association for New Canadians Career Fair

This was our first in-person career fair in St. John's since the pandemic began. We were able to meet with approximately 10 bilingual candidates.



EMPLOYABILITY



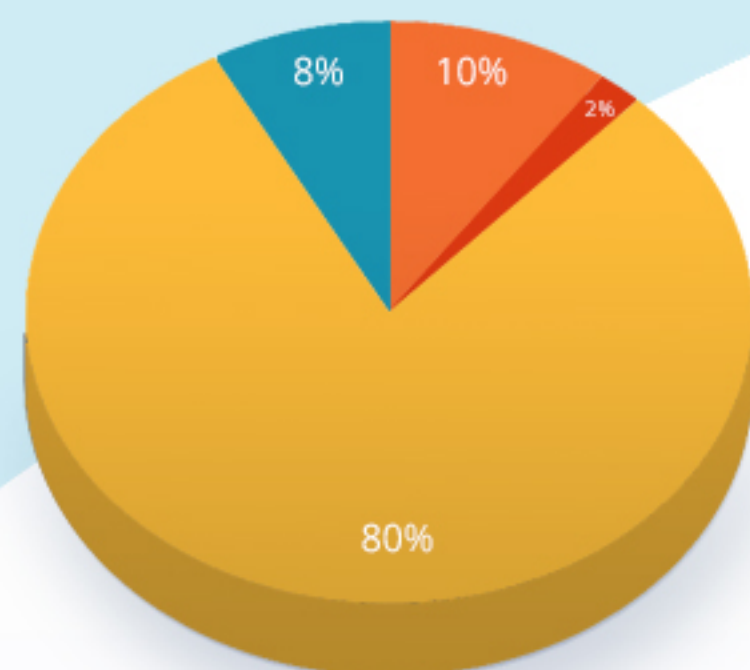
At various recruitment events, we represented a total of 78 employers in the province:

- At Destination Canada: **3400** candidates interested in the **43** job offers published.
- At the RDÉE Canada Virtual Job Fair : **320** candidates interested in the **43** job offers published.
- In total: around **3720** candidates showed interest.

To follow up on this interest, we worked with candidates who met one or more specific criteria:

- **120** candidate eligibility with migratory and/or citizenship status.
- **250** candidates with a profile of interest or high demand in the province.
- **90** other candidates with a strong interest, but without migratory status.

STATISTICS ON ACCOMPANIED CANDIDATES



- Canadian Citizens
- Permanent Residents
- Temporary Workers or Working Holiday Permit holders
- Without status or with an application in progress

SUMMARY OF SERVICES OFFERED

- **13** accompaniments for the writing of resumes and cover letters
- **1500** periodic mailings of job offers according to the profile
- Participation in / organization of **5** virtual job fairs

All in all, during the period from April 2021 to March 2022, **41** Francophone clients found work thanks to Horizon TNL.



REACH



Développement économique
Economic Development

WEB SITE

www.horizonTNL.ca

10,102 unique visitors | 43.81% from Canada | 20% from USA | 21,443 page views

SOCIAL MEDIA



1 082 followers on Facebook
4.45% increase



592 subscribers on LinkedIn
52.97% increase



Co-operative Project



Long Range Small Business Week



Bilingual Postsecondary Career and Entrepreneurship Day



Montreal Outdoor Adventure Show



WEB SITE

www.exploreTNL.ca

55,498 unique visitors | 75.96 % from Canada | 8.8% from France | 135,563 page views

SOCIAL MEDIA



2,728 followers on Facebook
2.09% increase



1 029 followers on Instagram
14.71% increase



BOARD OF DIRECTORS

Cyr Couturier, President
Michael Clair, Vice-President
Sophie Thibodeau, Treasurer
Paul Doucet, Secretary
Dwight Cornect, Administrator
Jordan Wright, Administrator
Imane Boualam, Administrator

EMPLOYEES

Diego Toledo, Executive Director
France J. Bélanger, Administrative Assistant and Finances
Eric Tremblay, Communications Coordinator
Andrew Hibbitts, Economic and Tourism Development Officer, Western Region
Ruth Bongba, Economic Development Officer, Labrador
Samir Jaouadi, Economic Development Officer, Eastern Region
Régis Guyot, Economic Immigration Officer
Alyson Judd, Economic Immigration and Employability Assistant
Mireya Luna Avita-Osorio, Economic Development and Immigration Assistant

VISION

The economic progress of Francophones in Newfoundland and Labrador.

MISSION

Using French as a catalyst for economic development.

ADDED VALUE

Horizon TNL creates and supports initiatives to vitalize the economic development of Francophones in Newfoundland and Labrador.

FUNDING PARTNERS

Funded by the Government of Canada
Financé par le gouvernement du Canada

Canada



Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada



Agence de
promotion économique
du Canada atlantique

Atlantic Canada
Opportunities
Agency

Canada

Secrétariat aux
relations canadiennes

Québec



PARTNERS



